



Departmental Business Plan and Outlook

**Department Name:
Historical Museum of Southern Florida**

**Fiscal Years:
2003-04
&
2004-05**

Plan Date: December 2003

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Goals:

To increase public awareness, contributions, grant awards and attendance at the museum by providing a regional history museum committed to educate the community about the history of south Florida and the Caribbean.

APPENDIX EXECUTIVE SUMMARY

Insert brief description of department here

The Historical Museum of Southern Florida is one of the largest regional history museums in the Southeast United States. It is the museum's mission to educate the public about the history of South Florida and the Caribbean. This is done through exhibitions, education programs, publications, a research center and outreach programs.

Insert high level table of organization here with titles and relationships of major responsibility areas.

Board of Trustees (volunteers)

President/CEO

Department Directors (5)

Support Staff

Insert summary of major accomplishments or milestones anticipated for the fiscal year

The Historical Museum plans on completing a marketing plan to increase contributions, grants and public awareness of the institution and its programs.

J. Andrew Brian

Signature
Department Director

INTRODUCTION

Department Purpose/Mission Statement

The mission of the Historical Association is to tell the story of south Florida and the Caribbean in order to create a better quality of life by understanding the past, linking it to the present to build a better future.

The **core programs** of the Association are the following:

1. To maintain and operate a **museum**
2. To maintain **collections** and operate a **Research Center**
3. To undertake an **education program**
4. To disseminate knowledge about South Florida and the Caribbean area through **publications**
5. To reach out to the South Florida community through **activities and events**.

Department Description

Insert, a brief description of the major services/and programs currently provided by the Department; a brief history of significant events affecting the department; and new services or programs anticipated for the next fiscal year

The Historical Museum has an exhibition program which includes its permanent exhibition, *Tropical Dreams*, two major temporary exhibitions a year and mini-exhibitions in its lobby and theatre. In addition, the Museum has a variety of education programs for children and adults. These include gallery tours and walking, biking, boat and coach tours of the community. Upcoming exhibitions include *Shipwrecks and Rescues 1550-2000* and *The Florida Home: Modern Living, 1945-1965*. Publications include a popular history magazine, *South Florida History* and *Tequesta*, an annual scholarly journal.

Organization and Staffing Levels

Insert functional table of organization here showing reporting relationships; brief, bulleted descriptions of the major programs/functions performed by each area; as well as staffing and expenditures for the prior and current year for each year.

	Historical Museum of Southern Florida	
	02-03	03-04
Total Budget	2,691,265	2,555,000
M-D County Support	1,219,000	1,219,000
FTE	32	32

Insert discussion of major programs and changes in staffing levels and organization from the prior year focused on the performance impacts of these changes

None

Staffing Levels

The employees of the Historical Museum are not M-D County employees.

Fiscal Environment

Revenues and Expenditures by Fund
(All Dollars in Thousands)

	Prior
Revenues	
Oper/Grants	
..	
..	
..	
Total	

Departmental Business Plan and Outlook**Department Name:****Fiscal Years:**

Equity in pooled cash (for proprietary funds only)***Not applicable to Historical Museum – funds not pooled with M-D County***

Fund/ Subfund	Prior FY __ Beginning Year Actual	Prior FY __ Year end Actual (Est.)	Current FY __ Year-end Budget
Total			

Insert discussion of major funding sources, major variances in revenues and expenditures from prior years, and significant in-kind services here focused on performance impacts

The Historical Museum revenue is derived from a generous grant from M-D County, other local, state and federal grants, contributions, earned revenue and income from its endowment.

Business Environment

Insert summary of department business environment here, including competition analysis if applicable

The Historical Museum competes with other cultural institutions and recreational activities for visitors. In addition, the museum is in competition with other non-profit cultural institutions for grants (local, state and federal) and private contributions.

Critical Success Factors

Insert discussion of critical success factors here

Factors critical to Historical Museums success includes continued sound fiscal management, execution of programs and support from the community (governmental & private sector).

Future Outlook

Insert brief discussion here of future year tasks/activities/programs required to achieve Strategic Plan objectives

In order to achieve strategic plan objectives, the Historical Museum will wrap up a year of market qualitative and quantitative research with a long term marketing plan which will have the objective of increasing awareness, attendance and support to the institution. In addition, the Museum will continue to produce quality programming and publications.

THE PLAN

Overview

Our FY 2003 – 04 business plan draws heavily on previously adopted work including the Miami-Dade County Strategic Plan. Miami-Dade County's Strategic Planning initiative is both a plan and a process. The plan provides a framework at a broad Countywide level where we want to go, how we get there, and how we measure our progress along the way. The process ensures increased communications at all levels of County government using consistent terms. These terms were incorporated in the document adopted by the Board.

- Our Countywide *Vision* communicates the community's shared vision for the best possible future for Miami-Dade County government.
- Our Countywide *Mission* statement communicates the role of our government. Miami-Dade County's mission statement is "Delivering excellent public services to address the community's needs and enhance our quality of life".
- Our *Guiding Principles* communicate to all levels of our organization the manner in which we expect all decisions, interactions and activities to be performed.
- Our *Strategic Themes* represent what we consider to be the most significant challenges and opportunities facing Miami-Dade County government.
- We have developed *Goals* across all County Departments. These goals provide the direction the County must move in to address the priority strategic themes and help guide us towards the desired future.
- For each goal we have defined a desired *Outcome* or set of outcomes that the County must achieve to be successful in accomplishing the goal. These outcomes are from the customer/community perspective (e.g. quality of service provided, customer satisfaction).
- For each outcome(s), implementing *Strategies* summarize at a broad countywide level the actions that will be taken to achieve the outcome(s).
- *Key Performance Indicators* are the measures that express the County's intentions from the Strategic Plan. Associated *Key Performance Objectives* assign measurable targets and timelines to the key performance indicators while the *Performance Measure* is the specific unit of measure. Departments may develop *Additional Performance Objectives*.
- *Department Activities, Tasks or Programs* are actions or groups of actions that will be undertaken by a particular department in a specific fiscal year in order to implement a strategy.

Departmental Business Plan and Outlook

Department Name:

Fiscal Years:

As part of the County's Strategic Plan, the Board of County Commissioners endorsed nine priority strategic themes countywide. This Department is primarily supportive of the following strategic themes:

Recreation and Cultural Strategic Area – To develop, promote and preserve outstanding cultural, recreational, educational, and natural experiences and opportunities for residents and visitors of this and future generations.

Supporting these themes are supporting goals and priority outcomes that directly relate to this department. These are provided along with the Department's Tasks, Activities, and Performance Measures for fiscal year 2004.

Department-related Strategic Plan Goals:

- *Establish easily accessible, diverse and enjoyable programs, services, places and facilities to meet our community's unique and growing needs.*
- *Develop life-long learning and professional opportunities through education, outreach and training.*
-

Department-related Strategic Plan Priority Outcomes:

- *Develop additional facilities throughout the County*
- *Provide additional, diverse, affordable programming*
- *Promote audience development through joint educational programs*

Departmental Business Plan and Outlook

Department Name:

Fiscal Years:

Goal: To develop, promote and preserve outstanding cultural , recreational, educational, and natural experiences and opportunities for residents and visitors of this and future generations.

Outcome1-1 Establish easily accessible, diverse and enjoyable programs, services, places and facilities to meet our community's unique and growing needs

Strategies:

Develop additional facilities throughout the County

DEPARTMENT PERFORMANCE OBJECTIVE(S)					
DESCRIPTION OF PERFORMANCE MEASURE	PERFORMANCE LEVELS				
	PRIOR FY__ ACTUAL	TARGETS			
		FY__	FY__		
Facility report generated by facility committee of the Historical Museum	na	na	na	Develop a facility that optimizes current location and allows the Historical Museum to react quickly to opportunities as they present themselves; conceptualize a ground-up brand new facility; keep open to opportunities for a new facility	Historical Museum of Southern Florida

Insert performance graphs here, if applicable, e.g.

Departmental Business Plan and Outlook

Department Name:

Fiscal Years:

Goal: To develop, promote and preserve outstanding cultural, recreational, educational, and natural experiences and opportunities for residents and visitors of this and future generations

Strategies Establish easily accessible, diverse and enjoyable programs, services, places and facilities to meet our community's unique and growing needs

Key Performance Indicator(s)/Objective(s) (From Strategic Plan):

Provide additional, diverse, affordable programming

DEPARTMENT PERFORMANCE OBJECTIVE(S)				TASKS/ACTIVITIES/PROGRAMS	OWNERSHIP
DESCRIPTION OF PERFORMANCE MEASURE	PERFORMANCE LEVELS				
	PRIOR FY __ ACTUAL	TARGETS			
		FY __	FY __		
Increased use of technology in collections management and exhibitions.	na	na	na	Investigate technological advances that support conservation and intellectual and physical accessibility to our collections; evaluate/optimize current storage methods/capacity; continue to expand collections of 2- and 3-dimensional materials to reflect the diversity and dynamism of Miami as a “Gateway of the Americas.”	Historical Museum of Southern Florida

Insert performance graphs here, if applicable

Departmental Business Plan and Outlook

Department Name:

Fiscal Years:

Outcome1-3 To develop, promote and preserve outstanding cultural, recreational, educational, and natural experiences and opportunities for residents and visitors of this and future generations

Strategies:

Develop life-long learning and professional opportunities through education, outreach and training

Key Performance Indicator(s)/Objective(s) (From Strategic Plan):

Promote audience development through joint educational programs

DEPARTMENT PERFORMANCE OBJECTIVE(S)				TASKS/ACTIVITIES/PROGRAMS	OWNERSHIP
DESCRIPTION OF PERFORMANCE MEASURE	PERFORMANCE LEVELS				
	PRIOR FY __ ACTUAL	TARGETS			
		FY __	FY __		
Increase participation in programs (ex. Summer camp program)	NA	Na	NA	Evaluate operations to expand education programs, publication and increase participation in all education programs.	Historical Museum of Southern Florida

Insert performance graphs here, if applicable